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Asit Dan et al.

Applicants:

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SYSTEM AND METHOD FOR PROGRAMMATIC GENERATION OF CONTINUOUS

MEDIA PRESENTATIONS

APPOINTMENT OF ATTORNEY

RECEIVED

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Commissioner for Patents Washington, D.C. 20231

Technology Center 2600

Sir:

The undersigned attorney, who has been appointed as an attorney in the Combined Declaration and Power of Attorney for the above-identified application, hereby appoints Gail H. Zarick of International Business 43,303), No.: Corporation, T.J. Watson Research Center, Intellectual Property Law Department, P.O. Box 218, Yorktown Heights, New York 10598, [telephone number (914) 945-3701], his associate attorney to prosecute said application and to transact all business in the Patent and Trademark Office connected therewith.

Please direct all official communications to Gail H. Zarick, at the address cited above.

> Respectfully submitted, Attorney for the Applicant(s)

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